

MINUTES
CITY OF ST. LOUIS
WORKFORCE INVESTMENT BOARD MEETING
August 31, 2011
SLATE Missouri Career Center – Central West End

Members Present: Jeff Serocke, Kelley Bernardi, Donny Carroll, Jane Kerlagon, Ed Hamilton, Kevin Schaedler, Pat Coleman, Patrick Bannister, Darryl Chatman, Jeff Carnal, Russell Illy, Katherine Joslin, Eddie Davis, Lynn Beauchaine, Ray Creely, Cindy Hess, Frank Logan, Len Toenjes, Michael Walter, David Wright.

Michael Holmes, WIB Director and LEO Designee.

Members Apologies Sent: Betsy Miller, Herman Noah, Jeather Smith, David Walker Jr., John Beatty, Michelle Darden, Gregory Hill, Cheryl Lovell, Lydia Padilla, Ohala Ward, Michael Williams: Members Absent: Kevin Riggs

SLATE Staff: Sherry Vogel, Bonnie Mireles, Keith Mullen, Rebecca Ritter, Frank Alaniz, Stacey Fowler.

Guests: Carolyn Seward, Brenda Mahr, Jeff Taylor, Jonathan Walz,

Jeff Serocke called the meeting to order at 7:34 a.m. at the SLATE Missouri Career Center-Central West End at 4811 Delmar. Donny Carroll conducted a roll call of the Board members and requested that guests sign-in. Guests were introduced.

- II. Consent Agenda: Chairman Serocke called for questions and/or discussions to the June 15, 2011 (Full Board) meeting minutes as written, July 19, 2011 Executive Committee highlights included . **With no opposition voiced, a motion was made by Pat Coleman to approve the consent agenda. Seconded by Frank Logan. Motion carried.**

III. UPDATES.

WOTC (Worker Opportunity Tax Credit)...Information was sent via e-mail to the Board to review. Someone can come and talk to your agency about this credit. Call business services and they will set up a time.

We have been sending the Board a lot of information and reports from the new system, MoPerforms. The next Executive Committee Board meeting will discuss what is really needed in terms of data.

- One of the reports was data for PY10 which included age, gender, and race break out for St. Louis City. The report showed how many were being served in those areas. This is the first year we have the data in this new format. We are starting new with the NGCC (Next Generation Career Center) model.
- Products and Services were also sent and show all the products available to the clients that come in everyday. If client does not come back within 90 days by Federal law you are considered a new client on the 91st day. We also know how many are exiting each month.
- Degree or attainment we should be able to get from the system. That data is entered into toolbox. Clients can go into many of these products. Ray Creely asked how SLATE is marketing the products? This year Michael Holmes is the new president of TEAM which consists of all of the Executive Directors of the State. The State can look at SLATE and see what employees are doing in terms of services. Mr. Holmes has asked the State not to buy any more products without really Beta testing them first. We need to know all the products. A lot of products are not being used not because they are not a good product but because staff doesn't understand the product so it isn't marketed.
 1. Asking the State to do training on the products to take one product and train staff and then let staff use, then another product.

- The performance was also sent. Looking at Youth we had red marks now we have green marks; a great improvement.
 1. State has asked what SLATE is doing to have the numbers change so much, so quickly.
 2. The Youth department and the two vendors MERS/Goodwill (2 contracts) and BFL both are working to improve their achievements. We are happy with the turn around with youth. We are encouraged to do more with the youth program.
 3. Dislocated Worker has some red marks but we are working with OJT (On the Job Training) a lot of people are still unemployed. We have a grant to help employ with OJT.
 4. NEG (National Emergency Grant) will always be an issue because of the time frame to get the money. We need to have a good marketing campaign and we have no funds for that. The money can only be spent on that company not the companies that are affected by the companies closing or laid-off.
 5. The State came and trained the data staff. We are looking at doing a session with the Board on data from MoPerforms and what the Board wants tracked.

IV. Social Media Presentation...Frank Alaniz:

Social Media is the next best thing since sliced bread. Because it is instant feed "facebook" and "Twitter" had instant information on Hurricane Irene, Japan earthquake, etc.

- facebook has 750 million users - #1 Job Search Board.
- LinkedIn - #1 Recruiter / HR managed Board.
- 1,642,000 jobs tweeted in the last 30 days.
- We took our existing WEB space **stlworks.com** and we mirror this across the board and created a facebook page. Now everything that goes on the St. Louis Works WEB site will go to facebook.

Frank showed the Board the welcome screen on facebook and asked them to like SLATE (us). Then the Board will be able to join our network. We have been beta testing and editing. Not really live yet. They have established an "I've landed" page for people that got jobs and will be getting releases from them. Then we will drop those individuals here on our facebook page where we also have live links to other places of interest for job seekers/employers/followers. Frank showed how QR (quick response) codes will have valuable information in them. We need to be where the job seekers and businesses can find us and think we are relevant.

Frank provided a list of SLATE sites to follow.

www.stlworks.com
www.facebook.com/slatemcc
www.twitter.com/slate_mcc
www.youtube.com/slatemcc
www.flickr.com/photos/slatemcc
www.slideshare.com/slatemcc
www.linkedin.com
<http://linkd.in/napBty>

Youth Department has their own facebook page. We will eventually link to them through our page and have one service portal. We will have a tab on our facebook page that will mirror Youth Departments facebook page. Frank can see the possibility of replacing a lot of traditional media things and put it out on facebook and it is instantaneous. We tweet it everybody has it. "Be Known" is rolling out their business side--once they do that than SLATE will have a "Be Known" presence. SLATE will be migrating to "Google plus". Thanks, Frank for all the work you have been doing to get SLATE's name out there.

Mike Walter thinks we have come a long way in reaching out to the Representatives, Senators and Social Media since he has come on the Board.

V. Other Business:

- We sent information out on Senator McCaskill's visit to SLATE. It went really well. She was at SLATE on August 12, 2011. A couple of Board members, Jane Keralgon and Ray Creely were in attendance.
- The "White Paper" might be started again with information about what is happening in SLATE.

VI. Break out of Sub-Committees: Teams went into break-out sessions.

A motion to adjourn the WIB meeting and go into break-out sessions was made by Donny Carroll with Kelley Bernardi seconding the motion. All board members were in favor, motion carried.

Signed,



Donny J. Carroll, WIB Secretary

October 19, 2011

Date